#### **Rockville Science Center**

Charrette
October 30, 2004
Rockville Senior Center

# Feasibility Study Team

Robert "Mac" West
Informal Learning Experiences
Washington, DC

Dave Ucko
Museums+more
Washington, DC

# **Participant Introductions**

# Feasibility Study Process Phase I – Defining the Science Center

- Refine the process of the study
- Mission/Purpose/Objectives
- Strategic Niches and Target Audiences
- Strategic Partnerships
- Exhibits, Programs,
   Activities & Services

- Facility Design
- Construction Costs
- Operating Pro-Forma
- Benefits
- Comparable Institutions
- Local Institutions
- Interim Facility

# Feasibility Study Process – Phase II - Site Needs and Opportunities

- Site Requirements
- Site Identification
- Land Acquisition Costs

# Feasibility Study Process Phase III – Funding Options and Opportunities

- Construction Funding
- Operational Funding

#### Outcomes of this charrette

- Develop a common vocabulary
- Participants' input on critical initial matters
- Strategic niche for the Rockville Science Center
- What resources are here

# Introduction to the Universe of Science Centers

#### Informal vs. Formal

- Location out of classroom
- Style/approach experiential

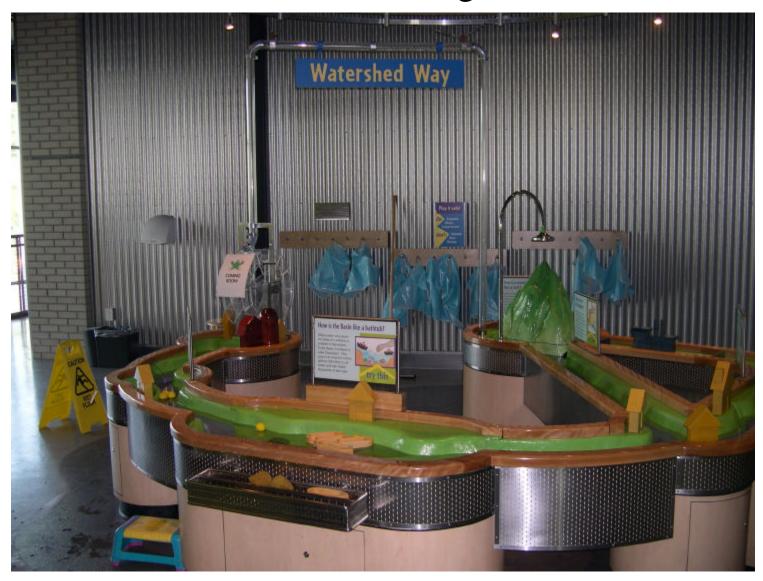
#### How to be Informal

- Exhibitions and Programs for Content Delivery
- Examples

#### Danville Science Center, VA



#### ECHO Center, Burlington, VT



#### Exploration Place, Wichita, KS



#### Exploration Place, Wichita, KS



#### Science Museum of Minnesota, St. Paul



#### McWane Center, Birmingham, AL



#### McWane Center, Birmingham, AL



#### Science Museum of Virginia, Richmond



#### Austin Children's Museum, Texas



### Management and Governance

- Range of Mechanisms
- Public vs. Private
- Nonprofit
- Examples

# **Funding**

- Various Sources
- ASTC Numbers

## **Operating Revenue Sources**

Total Earned Income 48%

Public Funds 17%

Private Funds 35%

Source: ASTC 2001

#### **Earned Income Sources**

Admission Tickets	33%
Education Fees	22%
<b>Ancillary Services</b>	21%
Memberships	12%
Interest	6%
Other	6%

Source: ASTC 2001

# Issues & Challenges I

- Science Center Model
  - Exhibits
  - Attendance/Revenue
  - Temporary Exhibitions
  - Imitation

# Issues & Challenges II

- Environment
  - Social Change: Families,Demographics
  - Public Expectations/Attitudes
  - Accountability
  - Technology/Internet
  - Competition

## **Opportunities & Trends**

- Community Engagement
- New Audiences
- Internet
- Social Enterprise
- Collaboration
- Innovation

### **Open Discussion**

- Who are the target audiences? Priorities?
- What are the intended outcomes for each audience?
- What is the mission/purpose of the Rockville Science Center?

#### **Breakout I**

- What strategies should the Rockville Science Center use to engage each of the identified target audiences?
- What might be the exhibit and program emphases?

#### **Breakout II**

- What niche should the Rockville Science Center fill in the metropolitan area? In Montgomery County? In Rockville?
- What are the benefits to each of these communities?

#### **Breakout III**

- Given the niche as discussed, what resources, supporters and partners could enhance the impact of the Rockville Science Center? Who are major prospects for funding?
- Should the Rockville Science Center pursue an interim facility? If so, where?

# Wrapup

- What else should we know/investigate?
- Potential pitfalls
- Additional people/organizations we should talk with
- More likely supporters and partners
- Essential that this be a broadly-based effort
- Next steps